

# Soumya Sen

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## Education

**University of Pennsylvania, PA**  
Ph.D. in Electrical & Systems Engineering 2011  
Thesis: "On the Economic Viability of Network Systems & Architectures"  
Advisors: Dr. Roch Guérin, EE, and Dr. Kartik Hosanagar, The Wharton School

**University of Pennsylvania, PA**  
M.S. in Electrical Engineering 2008

**Birla Institute of Technology & Science (BITS), Pilani, India**  
B.E. (Hons.) in Electronics & Instrumentation Engineering 2005

## Work Experience

**University of Minnesota, MN**  
Assistant Professor, Information & Decision Sciences June 2013-

**Princeton University, NJ**  
Postdoctoral Research Associate, Engineering & Applied Sciences 2011-2013

Co-founder 2012  
**DataMi (TUBE Inc.)**, Princeton, NJ  
Offers pricing solutions to Internet service providers in US. Released a popular mobile app for personalized bandwidth management, *DataWiz*, which had 500K+ downloads and got wide-media coverage in CNET News, The Guardian, Mac World, Network World etc. It was spun off as a startup based in Boston, MA. It now has about 10 full-time employees in the US and 15 IT developers in India.

Intern, Communications Technology Group Summer 2007  
**Intel Research**, Intel Corporation HQ, Santa Clara, CA

Intern, Networking Research Laboratory Summer 2006  
**Bell Labs**, Holmdel, NJ

Intern, Mobile Handset Development Lab Jan-June 2005  
**LG Soft India**, Bangalore, India

## Research Areas

IT Systems, Network economics, User Behavior, Social networks  
**Citations: 1,080+ (Google Scholar)**

## Academic Honors

**IEEE Senior Member** 2016

**Timothy J. Nantell Fund for Excellence in Teaching** 2016

**INFORMS ISS Design Science Award** 2014  
Awardee: The Institute for Operations Research and the Management Sciences

**IEEE INFOCOM Best Paper Award** 2012  
Awardee: The Institute of Electrical and Electronics Engineers

**BITSAA 30 Under 30 Award** 2012  
Awardee: Birla Institute of Technology & Sciences Alumni Association

Finalist, **Vodafone Wireless Innovation Project**, CA 2011

**Teaching & Services**

University Learning Technology Advisors (ULTA) committee, 2016- PhD student recruitment committee of IDS, 2014-15 Introduced the new fully online PTMBA core course: Information Technology & Solutions (IDSC 6050) – Spring 2015, 2016 (UMN) Information Technology & Solutions (IDSC 6050 - MBA) – Spring 2014, 2015 (UMN) Introduction to Programming (IDSC 3101) – Spring 2014, 2015 (UMN) Intermediate Programming (IDSC 3102) – Spring & Fall 2014, 2015 (UMN)

**Academic Leadership**

- Guest Editor, IEEE Network Special Issue on Smart Data Pricing, 2015
- Steering Committee Member, IEEE Workshop on Smart Data Pricing 2016
- General co-Chair: IEEE Workshop on Smart Data Pricing (SDP) 2015 (Hong Kong), SDP 2014 (Toronto), SDP 2013 (Turin, Italy), SDP 2012 (Princeton)
- Panel Chair, National Exchange Carrier Assoc. Expo 2012 (Seattle), IEEE GLOBECOM Industry Forum 2012 (Los Angeles), CISS 2012 Track on Ad-hoc Networks (Princeton)
- Organizer, Forum for Collaboration between Internet Service Operators of Minnesota and the University of Minnesota - Twin Cities, January, 2014
- Co-chair, IT Teaching Workshop, Minneapolis, 2014.

**Academic Services**

- Journals reviewed for:
  - INFORMS Journal on Computing
  - INFORMS Information Systems Research
  - INFORMS Management Science
  - INFORMS Operations Research
  - Management Informations Systems Quarterly
  - Journal of AIS
  - IEEE/ACM Transactions on Networking
  - IEEE Transactions of Information Technology
  - IEEE Transactions on Cognitive Communications & Networking
  - IEEE Transactions on Communications
  - IEEE Transactions on Automatic Control
  - IEEE Transactions on Multimedia
  - IEEE Transactions on Parallel & Distributed Computing
  - IEEE Transactions on Vehicular Technology
  - IEEE Wireless Communications Magazine
  - IEEE Internet Computing
  - IEEE Journal on Selected Areas in Communications

- ACM SIGCOMM Computer Communication Review
- Communications of the ACM
- Elsevier Computer Networks
- Elsevier’s Decisions Support Systems
- Springer’s Computational Management Science
- Technical Program Committee: ICIS 2017, SDP 2012, IEEE GLOBECOM 2013, IEEE GameNets 2014, ICEC 2014, NetGCoop 2014, Globecom SAC 2014, CIST 2015, ACM MobiData 2016, ICIS 2016, CIST 2016, WITS 2016
- Conferences reviewed: WITS 2016, WISE 2016, CIST 2015, WITS 2014, IEEE INFOCOM 2012, CISS 2012, ISIT 2012, CDC 2012, MILCOM 2012, CoNEXT 2011, WiOpt 2011
- Media Coverage of research in MIT Technology Review, The Wall Street Journal, Yahoo News, ACM Tech News, CNET, Politico, MN Daily, WCCO-TV

#### Book & Special Issues

- Editor, “Innovation in Network Pricing,” IEEE Networks Special Issue, vol. 30:2, 2016
- Editor, “Smart Data Pricing,” ISBN: 978-1-118-61166-1, 536 pages, John Wiley & Sons, September 2014

#### Book Chapters

- S. Sen, C. Joe-Wong, S. Ha, M. Chiang, “Smart Data Pricing (SDP): Economic Solutions to Network Congestion,” Chapter 5, ACM SIGCOMM eBook on “Recent Advances in Networking”, August 2013
- S. Sen, C. Joe-Wong, S. Ha, M. Chiang, “Human Factors in Smart Data Pricing”, Smart Data Pricing, John Wiley & Sons, September 2014
- C. Joe-Wong, L. Zheng, S. Ha, S. Sen, C. W. Tan, M. Chiang, “Smart Data Pricing in 5G Systems,” Emerging Technologies for 5G Wireless Systems, Cambridge University Press, 2017 (forthcoming).

#### Journal Publications

- Y. Im, C. Joe-Wong, S. Ha, S. Sen, T. Kwon, M. Chiang, “AMUSE: Empowering Users for Cost-Aware Offloading with Throughput-Delay Tradeoffs,” **IEEE Transactions on Mobile Computing**, pp. 1062-1076, vol. 15:5, May 2016
- F. Wong, C. W. Tan, S. Sen, M. Chiang, “Quantifying Political Leaning from Tweets, Retweets, and Retweeters,” **IEEE Transactions on Knowledge and Data Engineering**, vol. 28(8), 2158-2172, 2016.
- S. Sen, C. Joe-Wong, S. Ha, M. Chiang, “Smart Data Pricing: Using Economics To Manage Network Congestion,” **Communications of the ACM**, (Top CS publication. Impact Factor: 2.87), December 2015
- C. Joe-Wong, S. Sen, S. Ha, “Offering Supplementary Network Technologies: Adoption Behavior and Offloading Benefits,” **IEEE/ACM Transactions on Networking** (ranked 2nd among all Computer Science journals by Times Higher Education), pp. 355-368, vol. 23: 2, 2015
- S. Sen, C. Joe-Wong, S. Ha, M. Chiang, “A Survey of Broadband Data Pricing: Past Proposals, Current Plans, and Future Trends,” **ACM Computing Survey**, pp. 1-37, vol. 46, issue 2, November 2013 (Top CS journal. Impact Factor: 4.04)
- C. Joe-Wong, S. Sen, T. Lan, M. Chiang, “Multi-Resource Allocation: Fairness-Efficiency Tradeoffs in a Unifying Framework,” **IEEE/ACM Transactions on Networking** (ranked 2nd among all Computer Science journals by Times Higher Education), pp. 1785-1798 vol. 21:6, 2013

- C. Joe-Wong, S. Sen, S. Ha, M. Chiang, “Optimized Day-Ahead Pricing for the Smart Grid with Device-Specific Scheduling Flexibility,” **IEEE Journal on Selected Areas in Communications** (ranked 1st among all Computer Science journals by Times Higher Education), pp. 1075-1085, vol. 30, no. 6, July 2012
- S. Sen, C. Joe-Wong, S. Ha, M. Chiang, “Incentivizing Time-Shifting of Data: A Survey of Time-Dependent Pricing for Internet Access”, **IEEE Communications Magazine** (Top IEEE journal. Impact Factor: 4.46), pp. 91-99, November 2012
- S. Sen, R. Guérin, K. Hosanagar, “Functionality-rich versus Minimalist Platforms: A Two-sided Market Analysis”, **ACM SIGCOMM Computer Communication Review**, pp. 36-43, vol. 41, issue 5, 2011
- S. Sen, Y. Jin, R. Guérin, K. Hosanagar, “Modeling the Dynamics of Network Technology Adoption and the Role of Converters,” **IEEE/ACM Transactions on Networking** (ranked 2nd among all Computer Science journals by Times Higher Education), pp. 1793-1805, vol. 18:(6), 2010
- H. Peterson, S. Sen, J. Chandrashekar, L. Gao, R. Guerin, Z.-L. Zhang, “Message-efficient dissemination for loop-free centralized routing,” **ACM SIGCOMM Computer Communication Review**, pp. 65-74, vol. 38, Issue 3, 2008
- S. Sen, R. Vikas, V. K. Chaubey, “Designing and simulation of a modified WDM ring network with improved grade of service,” pp. 266-277, vol. 11, **Elsevier Optical Fiber Technology**, 2005

#### Working Papers

- R. Bapna, A. Gupta, J. Jung and S. Sen, “A Randomized Field Experiment to Study the Impact of Incentives on the Diffusion of Mobile Social Games” (R&R in INFORMS Management Science)
- S. Sen, C. Joe-Wong, S. Ha, M. Chiang, “Time-Dependent Pricing of Mobile Data: Model, System & Field Trial” (submitted to INFORMS Information Systems Research)
- S. Sen, R. Guérin, K. Hosanagar, X. Li, “Shared or Dedicated Infrastructures?: On the Impact of Reprovisioning,” (submitted to INFORMS Information Systems Research)
- C. Joe-Wong, S. Sen, “Harnessing the Power of Cloud: Revenue and Fairness Considerations in Multi-Resource Allocations,” (submitted to Journal of Management Information Systems)
- K. Valogianni, A. Gupta, W. Ketter, S. Sen and E. Van Heck “Using Optimal Grid Resources for Coordinating Electrical Vehicle Charging” (in preparation for submission)
- S. Sen, G. Burtch, A. Gupta, “Ad-Sponsored Data: Experimental Evaluation” (work in progress)
- C. Joe-Wong, S. Ha, S. Sen, “Sponsoring Mobile Data: Network Neutrality with Different Types of Content Provider Competition” (work in progress)
- C. Joe-Wong, S. Sen, A. Gupta, “On the Role of Congestion Externalities in Internet Fragmentation” (work in progress)

**Conference &  
Workshop  
Publications**

- S. Sen, C. Joe-Wong, S. Ha, M. Chiang, “Time-Dependent Pricing in Mobile Data Plans: Results from a field deployment in Alaska,” **WITS 2016**
- Y. Wang, C. Joe-Wong, S. Sen, “Congestion Externalities, Content Exclusivity, and Internet Fragmentation,” **WITS 2016**
- S. Sen, C. Joe-Wong, S. Ha, and M. Chiang, “Time-Dependent Pricing of Mobile Data,” **SCECR 2016**
- K. Valogianni, A. Gupta, W. Ketter, S. Sen and E. Van Heck “Using Optimal Grid Resources for Coordinating Electrical Vehicle Charging,” Winter Conference on Business Intelligence, **WCBI 2016**
- K. Valogianni, A. Gupta, W. Ketter, S. Sen and E. Van Heck “Maximizing Social Welfare in Grid Resource Allocation in Electric Vehicle Charging,” **WITS 2015**
- S. Sen, “On the Role of Converters in the Adoption of New Network Technologies,” Annual Meeting of **INFORMS 2015**
- S. Sen, C. Joe-Wong, S. Ha, M. Chiang, “Time-dependent Pricing For Mobile Data: Analysis, Systems, And Trial,” Annual Meeting of **INFORMS 2015** (invited)
- K. Valogianni, A. Gupta, W. Ketter, S. Sen, E. van Heck, “Maximizing Social Welfare in Grid Resource Allocation for Electric Vehicle Charging,” Conference on Information Systems, **CIST 2015**
- C. Joe-Wong, S. Ha, S. Sen, and M. Chiang, “Do Mobile Data Plans Affect Usage? Results from a Pricing Trial with ISP Customers”, Passive and Active Measurement Conference, **PAM 2015**
- A. Seethaiseelan, G. Tyson, S. Sen, “Exploring the Role of Smart Data Pricing in Enabling Affordable Internet Access,” IEEE INFOCOM Workshop on Smart Data Pricing, **SDP 2015**
- R. Bapna, A. Gupta, J. Jung, S. Sen, “A Randomized Field Experiment to Study the Impact of Incentives on the Diffusion of Mobile Social Games”, 26th Workshop on Information Systems and Economics **WISE 2014**
- R. Bapna, A. Gupta, J. Jung, S. Sen, “Analyzing the Impact of Incentive Structure on the Diffusion of Mobile Social Games: A Randomized Field Experiment,” **MIT Code** Workshop and Statistical Challenges in E-Commerce Research, **SCECR 2014**
- S. Sen, “On Economic Models of Network Technology Adoption, Design, and Viability,” IETF/IRTF Internet Architecture Board (IAB), U. of Cambridge, Workshop on Internet Technology Adoption & Transition, **ITAT 2013**
- C. Joe-Wong, S. Sen, “Pricing the Cloud: Resource Allocation, Fairness, and Revenues,” Workshop on Information Technology & Systems **WITS 2013**
- S. Sen, “Smart Data Pricing: Research Agenda and Directions”, Univ. of Illinois - Urbana Champaign, **Allerton Conference 2013**
- S. Sen, C. Joe-Wong, S. Ha, J. Bawa, M. Chiang, “When the Price is Right: Enabling Time-Dependent Pricing of Broadband Data,” **ACM SIGCHI 2013** (the flagship conference in Computer-Human Interaction; acceptance rate: 18% of 1963 submissions)
- C. Joe-Wong, S. Sen, S. Ha, “Offering Supplementary Wireless Technologies: Adoption Behavior and Offloading Benefits,” **IEEE INFOCOM 2013** (flagship conference of IEEE in networks; *Acceptance rate: 17%*)

- M. H. R. Khouzani, S. Sen, N. Shroff, “An Economic Analysis of Regulating Security Investments in the Internet,” **IEEE INFOCOM 2013** (*Acceptance rate: 17%*)
- S. Ha, S. Sen, C. Joe-Wong, Y. Im, M. Chiang, “TUBE: Time Dependent Pricing of Mobile Data”, Proc. of **ACM SIGCOMM 2012** (flagship conference of ACM in networks; *Acceptance rate: 13%*)
- Y. Im, C. Joe-Wong, S. Ha, S. Sen, T. Kwon, M. Chiang, “AMUSE: Empowering Users for Cost-Aware Offloading with Throughput-Delay Tradeoffs,” **IEEE INFOCOM 2013**, Turin, Italy (*Acceptance rate: 17%*)
- M. Khouzani, S. Sen, N. Shroff, “Incentive Analysis of Bidirectional Filtering in the Internet,” Wksp. on the Econ. of Information Security, **WEIS 2013**
- Y. Xiang, B. Balasubramanian, M. Wang, T. Lan, S. Sen, M. Chiang, “Self-adaptive, Deadline-aware Resource Control in Cloud Computing,” AHANS workshop of Self-Adaptive and Self-Organizing systems conference, **SASO 2013**
- F. M. F. Wong, C. W. Tan, S. Sen, M. Chiang, “Quantifying Political Leanings from Tweets and Retweets,” Proc. of International AAAI Conference on Weblogs and Social Media, **ICWSM 2013** (*Acceptance rate: 20%*)
- J. Chen, S. Sen, D. J. Dorsey, M. Chiang, “A Framework for Energy-efficient Adaptive Jamming of Adversarial Communications”, Proc. of Conference on Information Sciences and Systems, **CISS 2013**
- S. Sen, D. J. Dorsey, R. Guerin, M. Chiang, “Analysis of Slotted Aloha with Multipacket Messages in Clustered Surveillance Networks”, IEEE International Conference for Military Communications, **MILCOM 2012**
- M. H. R. Khouzani, S. Sen, N. B. Shroff, “Managing the Adoption of Asymmetric Bidirectional Firewalls: Seeding and Mandating”, IEEE Global Communications Conference, **GLOBECOM 2012**
- S. Ha, C. Joe-Wong, S. Sen, R. Rill, M. Chiang, “Demo: A System for Time-Dependent Pricing,” IEEE International Conference on Mobile Systems, Applications, and Services, **MobiSys 2012**
- S. Sen, C. Joe-Wong, S. Ha, “The Economics of Shared Data Plans”, Workshop of Information Technologies and Systems, **WITS 2012**
- F. M. F. Wong, S. Sen, M. Chiang, “Why Watching Movie Tweets Won’t Tell the Whole Story?”, ACM SIGCOMM Workshop on Online Social Networks, **WOSN 2012** (*Acceptance rate: 20%*)
- P. Zakin, S. Sen, M. Chiang, “Aperator: A new Twitter command tool for enabling application-specific actions”, USENIX Conference on **WebApps 2012**
- S. Wagner, E. van den Berg, J. Giacopelli, A. Ghetie, J. Burns, M. Tauil, M. Wang, S. Sen, M. Chiang, T. Lan, R. Laddaga, P. Robertson, P. Manghwani, “Autonomous, Collaborative Control for Resilient Cyber Defense (ACCORD)”, Workshop on Adaptive Host and Network Security, **AHANS 2012**
- C. Joe-Wong, S. Sen, T. Lan, M. Chiang, “Multi-Resource Allocation: Fairness-Efficiency Tradeoffs in a Unifying Framework,” **IEEE INFOCOM 2012** (*Acceptance rate: 17%*), Winner of the **Best Paper Award**
- S. Ha, C. Joe-Wong, S. Sen, M. Chiang, “Pricing by Timing: Innovating Broadband Data Plans”, SPIE Broadband Access Communication Technologies VI Conference, **OPTO 2012**
- C. S. Leberknight, S. Sen, M. Chiang, “On the Volatility of Online Ratings: An Empirical Study,” Workshop on e-Business, **WEB 2011**, Lecture Notes in Business Information Processing, Springer-Verlag, December 2011.

- S. Sen, K. Yamauchi, R. Guérin, K. Hosanagar, “The Impact of Re-provisioning on the Choice of Network Infrastructures,” Proc. of the Workshop on e-Business, **WEB 2010**
- S. Sen, R. Guerin, K. Hosanagar, “Shared versus separate networks: The impact of re-provisioning,” CoNEXT ReArchitecting the Internet, **ReArch 2009**
- S. Sen, Y. Jin, R. Guérin, K. Hosanagar, Z.-L. Zhang, “Dynamics of competition between incumbent and emerging network technologies,” Proc. of ACM SIGCOMM Workshop on Network Economics, **NetEcon 2008**

#### Patents

- “Systems and methods for variable pricing of data usage”, US Patent App. 13/916525, US 2014/0006237, January 2014

#### Invited Talks

- “On the Role of Incentive Structure in Word-of-Mouth based Adoption of Mobile Apps,” invited talk at **Columbia University & Princeton University**, 2016
- “Developing IT Solutions for Sustaining Demand Growth on the Internet,” Policy, Awareness, Security & Sustainability Workshop, **WITS**, 2016
- “On the Role of Converters in the Adoption of New Network Technologies,” Annual Meeting of **INFORMS 2015**
- “Time-dependent Pricing For Mobile Data: Analysis, Systems, And Trial,” Annual Meeting of **INFORMS 2015**
- “Exploring the Role of Smart Data Pricing in Enabling Affordable Internet Access,” IEEE INFOCOM Workshop on **Smart Data Pricing**, Hong Kong, June 2015
- “On Creating an Affordable Internet With Smart Data Pricing,” invited talk at **IETF/IRTF Workshop on Global Access to the Internet for All (GAIA)**, University of Cambridge, UK, 2014
- “A Randomized Field Experiment to Study the Impact of Incentives on the Diffusion of Mobile Social Games”, Workshop on Information Systems and Economics, Auckland, NZ, 2014
- “Smart Data Pricing: Research Agenda and Directions”, invited talk at **Univ of Illinois - Urbana Champaign**, Allerton Conference, 2013
- “Directions in Smart Data Pricing: Lessons from Theory & Practice”, invited talk at **Alcatel-Lucent Bell Labs**, Murray Hill, January 2013
- “Shared or Dedicated Infrastructures?: On the Impact of Reprovisioning,” invited talk at **University of Washington, University of Minnesota - Twin Cities, and University of Illinois Chicago**, 2013
- “Smart Data Pricing for Broadband Networks”, invited talk at **Georgia Institute of Technology Workshop on Internet Technology & Economics (WITE)**, November, 2012
- “Shared Data Plans & Sponsored Access”, invited talk at the **National Exchange Carrier Association (NECA) Expo**, Seattle, October, 2012. Also presented at WITS 2012
- “Time Dependent Pricing for Mobile Data”, invited talk at **Bell Labs**, Crawford Hill, May, 2012
- “Exploring the Trade-offs between Functionality-rich and Minimalist Design: A Two-sided Market Analysis”, presented at the University of Minnesota, Minneapolis, December, 2010

- “On the Adoption and Deployment of New Network Technologies: An Economic Perspective”, presented at the Georgia Institute of Technology, Atlanta, November, 2010
- “Dynamics of Network Technology Competition - the Role of Gateways,” presented at 2nd Computer Sciences & Economics Day, New York Academy of Sciences, November, 2009

## Funding Proposals

- “Exploring How the Temporal Evolution of Referral Reward Structure Impacts Viral Adoption: A Randomized Field Trial,” \$5K sponsored by SOBACO (Social Media and Online Business Collaboration), Univ. of Minnesota, 2015.
- “On the Efficacy of Sponsored Content for Mobile Broadband Data Users (Pilot Trial Funding)”, \$5K from Dean’s Small Grant Carlson School, Univ. of Minnesota, 2014.
- “Understanding the Impact of Incentives on the Offline Adoption of Mobile Social Game Apps”, \$5K sponsored by SOBACO (Social Media and Online Business Collaboration), Univ. of Minnesota, 2014.
- “On the Efficacy of Sponsored Content for Mobile Broadband Data Users”, \$27K (under application) for Grant-in-Aid, Univ. of Minnesota, 2014.
- “DataMi: Finding Solutions to Network Congestion”, \$100K Princeton IP Accelerator Fund, 2013.
- “Autonomous Collaborative Control for Resilient Cyber Defense (ACCORD)”, funded by DARPA, co-written with M. Chaing, Telcordia (Stuart S. Wagner et al.), DOLL Inc., and GWU, 2011.
- “TUBE-ing over Digital Divide”, Vodafone Wireless Innovations Project 2011 Finalist, San Francisco, CA, with M. Chaing, S. Ha, C. Joe-Wong, 2011.
- “Pricing Innovations Forum” (whitepaper), an initiative to form a consortium of service providers, vendors, academics, and Government agencies for Pricing for Sustainable Broadband, with M. Chiang. (Subsequently became “Smart Data Pricing (SDP) Forum” in 2012, <http://scenic.princeton.edu/SDP2012/>).

## Media Coverage

- “Insta-Famous,” Y. Lee, The Minnesota Daily, April 26, 2016 (<http://www.mndailyprojects.com/insta-famous>)
- “How Facebook Lost Its Face In India,” Knowledge@Wharton, February 15, 2016 (<http://knowledge.wharton.upenn.edu/article/how-facebook-lost-face-in-india/>)
- “Good Question: What Are The Password Rules For Streaming Services?” H. Brown, CBS Minnesota, September 21, 2015 (<http://minnesota.cbslocal.com/2015/09/21/good-question-what-are-the-password-rules-for-streaming-services/>)
- “Net Neutrality Goes Into Effect: What Consumers Should Expect”, N. Granados, Forbes, June 11, 2015 (<http://www.forbes.com/sites/nelsongranados/2015/06/11/net-neutrality-goes-into-effect-what-consumers-should-expect/>)
- “New Net Neutrality Rules Take Effect: What You Should Know,” N. Arce, Tech Times, June 12, 2015 (<http://www.techtimes.com/articles/59915/20150612/new-net-neutrality-rules-take-effect-what-you-should-know.htm>)
- “The Real Threat to Net Neutrality,” S. Sen and A. Gupta, LiveMint (Op-ed in The Hindustan Times, one of the largest daily newspapers of India), April 20, 2015 (<http://www.livemint.com/Opinion/xLMD24lnahPmBfHBE13xaN/The-real-threat-to-Net-neutrality.html>)



- “Will Free Data Become the Next Free Shipping?,” R. Knutson, Wall Street Journal (discusses Prof. Sens startup, DataMis, efforts in offering sponsored content for affordable Internet), October 24, 2014 (<http://www.wsj.com/articles/will-free-data-become-the-next-free-shipping-1414105542>)
- “University officials, experts weigh in on net neutrality,” P. Lemke, MN Daily, September 24, 2014 (<http://www.mndaily.com/news/nation/2014/09/23/university-officials-experts-weigh-net-neutrality>)
- “MBA Course Adopts New Open Source Model for Student Projects”, Carlson School of Management – UMN, June 16, 2014. (<http://carlsonschool.umn.edu/news/mba-course-adopts-new-open-source-model-student-projects>)
- “TUBE: Time Dependent Pricing”, Innovation Magazine, Princeton Journal of Science & Technology, 2013 (<http://www.tc.umn.edu/ssen/press/innovation-mag.pdf>)
- “How To Predict A Box Office Hit,” W. Herrmann, BuzzFeed, June 26, 2013 (<http://www.buzzfeed.com/wherrmann/how-to-predict-a-box-office-hit>)
- “Princeton’s ‘Intellectual Property Accelerator Fund’ fuels innovation” (Interview on Datami winning \$100K Princeton IP Accelerator Funding), The Times of Trenton, B. Clerkin, February 7, 2013 ([http://www.nj.com/mercer/index.ssf/2013/02/princeton\\_program\\_gives\\_funds.html](http://www.nj.com/mercer/index.ssf/2013/02/princeton_program_gives_funds.html))
- “DataWiz Is a Complete Data Usage Tracking Tool for iPhone,” T. Klosowski, Lifehacker, October 1, 2012 (<http://lifehacker.com/5947815/datawiz-is-a-complete-data-usage-tracking-tool-for-iphone>)
- “Worried about your data caps on your iPhone? Try this app”, CNET Asia, September 28, 2012 (<http://asia.cnet.com/worried-about-the-data-cap-on-your-iphone-try-this-app-62218874.htm>)
- “Tweets aren’t big fans of #oscar nominated films, princeton team finds,” R. Zhang, Daily Princetonian, April 24, 2012 (<http://dailyprincetonian.com/2012/04/24/30745/>)
- “Incentivizing Time-Shifting of Data: A Survey of Time-Dependent Pricing for Internet Access”, featured article of IEEE Communications Technology News, November 2012 (<http://www.comsoc.org/ctn/incentivizing-time-shifting-data-survey-time-dependent-pricing-internet-access>)
- “Social media as election predictor? Not so fast,” P. Murgai, Politico, April 4, 2012 (<http://www.politico.com/news/stories/0412/74841.html>)
- “Can anyone predict which movies will make money?,” E. Barker, Business Insider, March 27, 2012 (<http://www.businessinsider.com/can-anyone-predict-which-movies-will-make-money-2012-3>)
- “Can Twitter Really Predict Movie Box Office Hits?,” N. Clayton, The Wall Street Journal, March 26, 2012 (<http://blogs.wsj.com/tech-europe/2012/03/26/can-twitter-really-predict-movie-box-office-hits/>)
- “Twitter Not So Good at Predicting Box Office Revenues After All,” ACM Tech News, March 23, 2012
- “Twitter Does Not Actually Predict Box Office Sales,” S. Murphy, Mashable, March 23, 2012 (<http://news.yahoo.com/twitter-does-not-actually-predict-box-office-sales-153419211.html>)
- “Twitter Not So Good At Predicting Box Office Revenues After All,” MIT Technology Review, March 23, 2012 (<http://www.technologyreview.com/view/427315/twitter-not-so-good-at-predicting-box-office-revenues-after-all/?p1=blogs>)